



**FACTORS INFLUENCING STUDENTS' INTENTION TO STUDY AT  
UNIVERSITY IN THE FACULTY OF BUSINESS MANAGEMENT AT  
UNIVERSITI TEKNOLOGI MARA CAWANGAN MELAKA KAMPUS ALOR  
GAJAH**

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**BACHELOR OF BUSINESS ADMINISTRATION (HONS.)  
HUMAN RESOURCE MANAGEMENT**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA**

**JANUARY 2018**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (HUMAN RESOURCE MANAGEMENT)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA  
“DECLARATION OF ORIGINAL WORK”**

I, Nur Afifah binti Mohd Nor Jafri, (I/C Number: 940605045392)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## **LETTER OF SUBMISSION**

Date of submission: January 2018

Dr. Noraznira binti Abd Razak

Bachelor of Human Resource Management with Honours

Faculty of Business Management

Universiti Teknologi MARA

Bandaraya Melaka

Dear Sir/Madam,

Attached is the project title “Factors Influencing Students’ Intention to Study at University in the Faculty of Business Management at Universitip Teknologi MARA Cawangan Melaka Kampus Alor Gajah” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Sincerely,

.....

**NUR AFIFAH BINTI MOHD NOR JAFRI**

**2015408546**

## **ABSTRACT**

Numerous of university are increasing overtime, that make the university become intense in attracting potential students to study at university. As for the students, it becomes complicated to understand and choose the best programs and university. This is the key issue where the university needs to know the factors that influencing students' intention to study at university. The purpose of this research is to identify the factors influencing Students' Intention to Study at University in the Faculty of Business Management at Universiti Teknologi MARA Cawangan Melaka Kampus Alor Gajah.

A proposed research framework that indicates the different factors that influencing the students' intention to study at university was proposed in this study. While, the instrument was developed based on the adaption from previous studies. The instrument was subjected to validity and reliability test to ensure the appropriation. Result prove that it is appropriate and applicable in Malaysia context.

A total of 250 of semester 1 Diploma students in the Faculty of Business Management at Universiti Teknologi MARA Cawangan Melaka Kampus Alor Gajah were selected as respondents of this study. Samples were selected by using judgmental sampling techniques. 250 questionnaires had been distributed to the respondents and only 161

questionnaires were returned. Findings of this study indicated that two from six proposed factors were significant influence on the students' intention to study at university, which are value of education and institutional information. These findings would provide the university a comprehensive overview of the different factors that play important roles in influencing students' intention to study at university.